

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. . It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

4 – on 3/31/08
41 – 2-4-08-3-31-08

Total 5:00 a.m. to 1:00 a.m. CSTs

4 – on 3/31/08

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

0 – on 3/31/08
5 – 2/04/08 –

Total 6:00 a.m. to 9:00 a.m. CSTs

1 – on 3/31/08

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

1 – on 3/31/08
3 – 2/04/08 –

Total 6:00 p.m. to 11:35 p.m. CSTs

3 – on 3/31/08

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

Total 5:00 p.m. to 10:35 p.m. CSTs

Comments (add additional sheets where necessary):

In addition to the Eligible DTV Transition-Related PSAs, WCBD aired 41 (forty-one) :10 PSAs and 35 (thirty-five) :15 PSAs between the hours of 5am and 1am on our analog channel and our primary digital stream between 1/19/08 and 3/31/08. Also, on our secondary digital feed, WCBD aired 33 (thirty-three):30 PSAs, 29 (twenty-nine) :15 PSAs and 14 (fourteen) :10 PSAs between the hours of 5am and 1am between 1/23/08 and 3/31/08. WCBD also notified viewers about the DTV transistion by airing packages during the newscast on the following dates: 2/18/08, ,2/21/08 amd 3/14/08.

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

0

Comments (add additional sheets where necessary):

100-Day Countdown Eligible Pieces – Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day “Countdown to DTV” activities. Stations must execute a minimum of one “Countdown to DTV” on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day “Countdown to DTV” pieces did your station run?

_____ *Graphic Displays*

_____ *Animated Graphics*

_____ *Graphic and Audio Displays*

_____ *Longer Form Reminders*

Comments (add additional sheets where necessary):